



2019 Girl Scout Cookie Program

Girl and Family Information Packet

2019 Cookie Program Dates

January 2019	Girls and parents attend troop cookie meeting.
January 18- February 3	Girls take door-to-door orders. No money collected now. Orders are due to the Troop Cookie Manager (TCM) by _____.
January 18 – March 31	Smart Cookies open for order-taking.
February 4 – March 31	Girls can keep selling with the Keep Goal-ing Card.
February 27– March 7	Girls pick up cookies from TCM. Then deliver cookies and collect money. All money from initial orders is due to TCM by _____.
March 1 – 31	Direct Sale -Troops participate in Cookie Booth sales and walkabouts.
May	Girls receive rewards from TCM.
June 30	Final day to report reward and Cookie Dough discrepancies or other problems to GSNWGL Product Program Department. If membership recognition earned must be reregistered by this date.

My Troop Cookie Manager is: _____

The 2019 Girl Scout Cookie Program is here!

Girl Scout Cookie season is one of the best times of the year. It's a time when you and your troop work together to decide what your troop wants to do and how to do it through setting goals, making plans, and getting out in the community and sharing the Girl Scout spirit along with some truly awesome treats. This year's Girl Scout Cookie Program theme: Inspire. Imagine. Innovate. is the perfect rallying cry for new troops to go out and make their goals a reality. For returning troops, Inspire. Imagine. Innovate. is a wonderful reminder that every Girl Scout Cookie season is new experience and that there is space to try something new and reach even higher!

Speaking of something new, we have a new Girl Scout Cookie this year! Our Caramel Chocolate Chip cookie is both gluten and nut free and sure to please. Look for it on your order card.

When you sell delicious Girl Scout Cookies, you help power new, unique, and amazing experiences for every awesome Girl Scout right here in our Council including those in your troop! That's the thing. When girls participate in the Girl Scout Cookie Program, they get more than life-changing experiences and adventure. They also develop essential life skills. So, help your Girl Scout learn while earning by:

- Talking with her about her **GOALS**.
- Assisting her with **MONEY MANAGEMENT**.
- Practicing good **PEOPLE SKILLS** with customers.
- Supporting sound **DECISION MAKING**.
- Using the **BUSINESS ETHICS** as described in the Girl Scout Law.

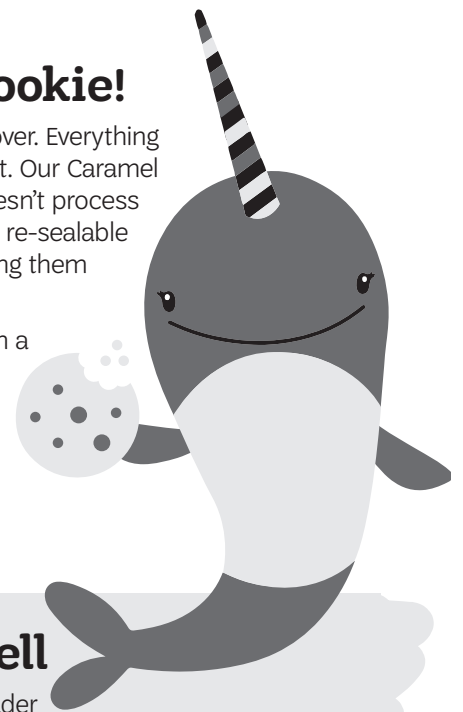
All girls who participate in the Girl Scout Cookie Program are eligible to earn the annual Cookie Activity Pin. By earning the pin, girls will demonstrate knowledge of the 5 Skills. Requirements to earn the pin can be found online at gsnwgl.org/2019CookiePin

New Gluten-Free Caramel Chocolate Chip Cookie!

Introducing a new gluten-free cookie - Caramel Chocolate Chip – a salted caramel makeover. Everything customers love about chocolate chip cookies plus swirls of caramel and a hint of sea salt. Our Caramel Chocolate Chip cookies are baked in a dedicated gluten- and peanut-free bakery that doesn't process gluten, peanuts, or peanut products. Caramel Chocolate Chip cookies come in a 5-ounce re-sealable standing pouch, 12 pouches per case. Because they cost more to make, we will be offering them for \$5 per package.

Our gluten-free cookie will be on the initial order card this year. Because they are baked in a dedicated gluten-free facility, quantities will be limited. There is a “while supplies last” message on the order and we will do our best to estimate our quantity needed!

Troops will earn the same proceeds per package of gluten-free Caramel Chocolate Chip cookies sold as all other varieties. Girls will also earn credit towards girl rewards on their sales. There will be a gluten-free patch available to purchase in the Council Shop that will fit with the other theme patches from this cookie sale!



Make Sure Your #CookieBoss Is Ready to Sell

All girls must be registered Girl Scouts and return a signed permission form to their leader or Troop Cookie Manager to participate. Once all that's squared away – set your goal and hit the streets (with an adult of course)!

Initial Order Taking

January 18 – February 3, Girl Scouts go door-to-door, make calls, and contact those they know to take orders for Girl Scout Cookies. Troop leaders then tally the amount of Girl Scout Cookies each Girl Scout sold in the online system Smart Cookies. Once the Girl Scout Cookies come in at a delivery the troop sorts them by individual Girl Scout. Each Girl Scout then delivers her Girl Scout Cookies and collects payment.

Smart+ Cookies™ Site

Use the Smart Cookies site to set your cookie goal, manage your cookie sale, track your progress, view recognitions, and send Smart Cookies Direct Ship e-cards to customers. You can also manage your sale on-the-go with Smart Cookies Mobile.

Step 1: Create an Account! Your parent/guardian will receive a registration email from Smart Cookies, providing a link so you can create your profile.

Step 2: Download our app! Download the Smart Cookies Mobile app available from the App Store or Google Play and take Smart Cookies on-the-go!

Step 3: Explore the Platform! Once you create a profile on Smart Cookies, you can do any of the following:

- Set cookie sales goals
- Take cookie orders
- Place and track customer orders for hand delivery
- Track progress toward your goals
- View your recognitions and achievements

Explore Smart Cookies mobile and take your cookie business on-the-go with you

- Send Smart Cookies Direct Ship e-cards to your customers, with 2 options:
 1. Ship cookies directly to your customers, without having to worry about money collection or hand delivery
 2. Offer hand delivery to your customers

Online customers can choose to donate cookies. There will be no shipping fee – we take care of delivering the cookies. There is a \$1.25 processing fee per order.

New online this year!

- Half-priced shipping for customers!
- Gift boxes available online.
- Girls can take credit card payments with their girl delivery e-card orders!*



*When you are delivering the order, go to View Orders on the mobile app, find the order you are delivering and click Edit Order & Payment. Choose the credit card Payment Method and enter card number. iPhones can take a scan of the card. If a customer asks, the scan will not be saved on your phone, it goes directly to the credit card site.

- The payment will automatically post to Smart Cookies and show up as a credit to your account.
- Girl delivery orders from e-cards do not automatically show up in your Smart Cookies account until they are transferred by your Troop Cookie Manager. Make sure to let your Troop Cookie Manager know that you have these e-card orders.

Girls should only sell online through Smart Cookies – sales on Facebook, Craigslist, or any other online sites are strictly prohibited.

Girls are only to use the Internet to market the Girl Scout Cookie Program to friends and family (for clarity, friends and family are people whom the girl or her family personally know).

- The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or caretakers.
- Friends and family of a girl participating in the cookie program must not market or share a girl's contact information, sales links, or sales information on public-facing online sites. They also should not share their sales link with any news outlets (this includes online and traditional news media, such as radio, television, or magazines).
- For safety purposes and other reasons, online marketing activities, especially those conducted through social media platforms, should always be done through accounts set to private.

Cookie Share Donation

Cookie Share is our Council's cookie service project. Cookie Share allows customers to purchase cookies to be donated to women and men serving in the military and to local shelters and food banks. Troops will not receive any cookies for the cookies ordered through the Cookie Share Program, the Council will donate the cookies directly to the military/shelters/foodbanks. During the 2018 Cookie Program, over 2300 cases of cookies were donated!

Follow these easy steps:

- Ask every customer to buy Cookie Share for donation.
- Record donations in the order card's "Cookie Share" column.
- Collect \$4.00 for each order.
- Turn in Cookie Share money and orders to your Troop Cookie Manager.
- Sell 6+ packages of Cookie Share donations to earn the Cookie Share patch.
(Online Cookie Share donations count toward this too.)



Girls will earn rewards and troop proceeds on all Cookie Share cookies sold.

Keep Goal-ing

After the initial order cards are turned in, girls can Keep Goal-ing and continue to take orders from February 4 – March 31. This is a great way for a girl or troop to reach their goals!

Be sure to turn in your Keep Goal-ing orders to your Troop Cookie Manager, so they can pick up cookies from the cupboard, or use some of the troop extras. Girls will continue to earn rewards and troops will continue to earn proceeds during this time. Get a Keep Goal-ing order card when you turn in your initial order card to your Troop Cookie Manager or find one on our website gsnwg.org.

Walkabouts

During a walkabout, Girl Scouts sell cookies door to door, but instead of taking orders and delivering at a later date, girls have the cookies with them and are able to instantly deliver. This is so convenient for Girl Scouts and their customers!

Sometimes, troops meet and walkabout together as a group, on a weekend or early evening. This can be a fun meeting activity, and you can even combine it with other troop activities, like a neighborhood scavenger hunt, outdoor photography activity, or making a meal together afterwards!

Other times, girls and their parent can "check out" cookie boxes for an individual walkabout, using cookies from their troop's back up supply. In this case, the girl would receive a set amount (usually, about 25- 50 boxes) from the Troop Cookie Manager. The parent would sign a receipt, acknowledging they received the cookies. They would keep the cookies for a set time, (usually 1-3 days) to complete their walkabout. Afterwards, they can return remaining cookies to the troop, to continue to use for booths and Keep Goal-ing orders. The Troop Cookie Manager should give the parent a second receipt, to show which cookies were returned.

Girl Rewards

Check out the cool reward line-up on the order card insert! Our cookie dough (program/retail credits) come in two choices:

In House Cookie Dough – for use at our physical store locations, GSNWGL camps and programs. In house cookie dough can also be used for destinations and for Girl Scout Gold Award and Girl Scout Silver Award materials reimbursement.

Online Shop Cookie Dough –can only be used when ordering online retail purchases at girlscoutshop.com/GSNWGL.

Did you know that any Girl Scout may request an extension for their earned GSNWGL Product Program Credit (Cookie Dough) in order to save for a specific long-range goal or travel experience? Extensions may be granted to assist girls in paying for GSNWGL resident camps, registration fees for travel destinations, and for reimbursement of materials needed to complete the Girl Scout Gold Award or the Girl Scout Silver Award. Cookie dough can be extended up to four years!

2019 Cookie Program Cookie Dough expires December 20, 2019.

Older girls (Cadettes, Seniors and Ambassadors) can choose to opt out of recognitions and earn extra troop proceeds. When opting out of recognitions, girls will receive any earned patches, but no other recognitions. **Cookie Dough and Membership is part of the rewards plan and will not be awarded to opt-out troops.** New this year – the troop reward t-shirt/\$5 choice will be available for opt-out troops.

Cookie Pro Contest

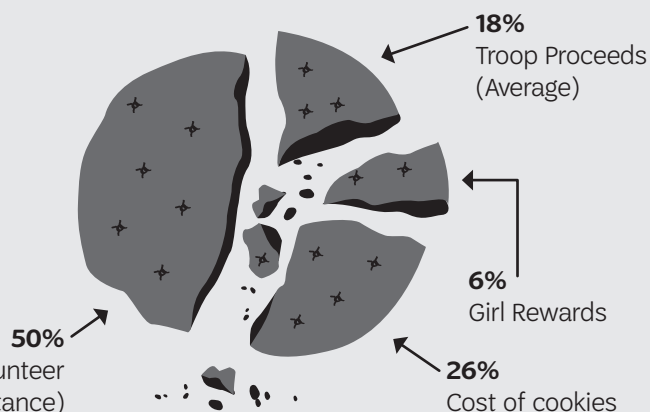
Calling all Cookie Pros— Girl Scouts has teamed up with DC Super Hero Girls to help G.I.R.L.s unleash their ultimate potential and share their awesome cookie stories with the world. Our Cookie program participants will have the chance to win the cookie entrepreneur experience of a lifetime, meeting prominent entrepreneurs, touring of Warner Bros. Studios, and best of all, watching their inner superhero spread her wings and fly! Mark your calendars and get ready to enter at:

www.girlscouts.org/cookiepro.

How the Cookie Crumbles

Our Council values every Girl Scout, family member, and volunteer who participates in the Girl Scout Cookie Program. Through your participation we are able to fund the work of our Council, our support staff, our properties, volunteer support and trainings, and, of course, our proven leadership programming. Every dollar of profit from the Girl Scout Cookie Program stays right here in our Council enabling us to offer the services and support you deserve.

Our council (programs for girls, volunteer training, camps, financial assistance)



Helpful Hints

Cookies are \$4.00 per package. The price of cookies is set by our Council and cookies cannot be sold for a different price. Gluten free cookies sell for \$5.00 per package.

Collect payment when the cookies are delivered. If a customer is only purchasing cookies to donate, collect the money when the order is taken.

Checks should only be made out to Girl Scouts.

If a customer no longer wants their cookies, use those cookies to fill your Keep Goal-ing orders or do a Walk About or work with your Troop Cookie Manager to see if anyone in your troop needs extras.

Safety Information

Please keep the following safety tips in mind while selling Girl Scout cookies:

- Girls should always sell with an adult.
- Never enter anyone's house or apartment when taking door-to-door orders.
- Cross only at cross walks and always look both ways before crossing the street.
- Return home frequently when collecting money so you aren't carrying large amounts of money.
- Only share first names, and do not give out personal information like phone numbers or address.
- Know the name and phone number of an adult to contact in case of an emergency.

